

**AMENDMENT AND PRESENTATION OF CLAIMS**

Please replace all prior claims in the present application with the following claims, in which claims 29, 37, and 44 are currently amended.

1. – 28. (Canceled)

29. (Currently Amended) A method of messaging, comprising:

generating an advertisement capcode that is separate from a programmed capcode of a paging unit, wherein the advertisement capcode is selectively assigned to the paging unit on a temporal basis by a service provider; and

designating an advertisement script for transmission to the paging unit if the paging unit has been assigned the advertisement ~~code~~ capcode.

30. (Previously Presented) A method according to claim 29, further comprising:

storing the advertisement capcode in a central database;

programming the paging unit with the advertisement capcode;

correlating the advertisement capcode stored in the central database with the programmed capcode into the paging unit; and

transmitting the advertisement script to the paging unit based upon the correlation.

31. (Previously Presented) A method according to claim 29, further comprising:

transmitting a message along with the advertisement script to the paging unit.

32. (Previously Presented) A method according to claim 29, further comprising:  
crediting a subscriber account associated with the paging unit based on usage of the  
advertisement capcode.
33. (Previously Presented) A method according to claim 29, wherein the advertisement  
capcode is assigned to a plurality of paging units including the paging unit.
34. (Previously Presented) A method according to claim 29, further comprising:  
unassigning the advertisement capcode from the paging unit.
35. (Previously Presented) A method according to claim 29, wherein the advertisement  
capcode is assigned based on a marketing criteria.
36. (Previously Presented) A method according to claim 29, further comprising:  
receiving the advertisement script from an entity different from a provider of service for the  
paging unit.
37. (Currently Amended) A method for communicating within a paging network, the  
method comprising:  
storing, in memory, an advertisement capcode for receiving an advertisement script, wherein  
the advertisement capcode is temporarily assigned to a paging device by a service  
provider of the paging network and is separate from a programmed capcode of the paging  
device ~~designated for receiving messages~~, the advertisement script being retrieved based  
on the advertisement capcode.

38. (Previously Presented) A method according to claim 37, wherein the advertisement capcode is maintained in a central database by a service provider, the advertisement capcode being correlated with the programmed capcode.

39. (Previously Presented) A method according to claim 37, further comprising:  
receiving the advertisement script with a message, wherein the advertisement script precedes the message.

40. (Previously Presented) A method according to claim 37, wherein a credit is earned by a subscriber of the paging network if the advertisement capcode is utilized.

41. (Previously Presented) A method according to claim 37, further comprising:  
removing the advertisement capcode from the memory.

42. (Previously Presented) A method according to claim 37, wherein the advertisement capcode is assigned based on a marketing criteria including characteristics of a subscriber corresponding to the programmed capcode.

43. (Previously Presented) A method according to claim 37, wherein the advertisement script is created by an entity different from a provider of the paging network.

44. (Currently Amended) An apparatus of communicating within a paging network, the apparatus comprising:

a memory configured to store an advertisement capcode, temporarily assigned by a service provider of the paging network, for receiving an advertisement script, wherein the

advertisement capcode is separate from a programmed capcode designated for receiving messages, the advertisement script being retrieved based on the advertisement capcode.

45. (Previously Presented) An apparatus according to claim 44, wherein the advertisement capcode is maintained in a central database by a service provider, the advertisement capcode being correlated with the programmed capcode.

46. (Previously Presented) An apparatus according to claim 44, further comprising:  
an interface configured to receive the advertisement script with a message, wherein the advertisement script precedes the message.

47. (Previously Presented) An apparatus according to claim 44, wherein a credit is earned by a subscriber of the paging network if the advertisement capcode is utilized.

48. (Previously Presented) An apparatus according to claim 44, wherein the advertisement capcode is removed from the memory.

49. (Previously Presented) An apparatus according to claim 44, wherein the advertisement capcode is assigned based on a marketing criteria including characteristics of a subscriber corresponding to the programmed capcode.

50. (Previously Presented) An apparatus according to claim 44, wherein the advertisement script is created by an entity different from a provider of the paging network.

51. (Previously Presented) A method for providing a paging service, the method comprising:

receiving an advertisement script from a third party;

determining which one or more paging units is to receive the advertisement script based on a criteria;

transmitting the advertisement script to the one paging unit; and

crediting an account associated with the one paging unit.

52. (Previously Presented) A method according to claim 51, wherein the one paging unit is programmed with a plurality of capcodes, wherein one of the capcodes is designated for use to receive the advertisement script.

53. (Previously Presented) A method according to claim 51, wherein the advertisement script is replayed by the one paging unit as a voice signal.

54. (Previously Presented) A method according to claim 51, wherein the advertisement script includes wording of an advertisement and a date and time of when to broadcast the advertisement.